# RJ REYNOLDS

TOBACCO COMPANY

COPY

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September 22, 1997

**RJR Account #679995**
D. Hurry
SONBYRNE

**NOVEMBER DORAL B2G1F / PROMOTION #701647**

Dear Dan:

DORAL B2G1F ***pre-sleeved*** product (6M) has been ordered (see quantities listed below), as well as 17 skus of B2G1F Displays (Item #533174) to pack and ship this promotion to your participating retail accounts.

| DORAL BRAND STYLE | B2G1F UPC Code | #/ (6M) Cases B2G1F |
|---|---|---|
| ***Light*** | 12300-24488 | 1 |
| ***Light Men 100*** | 12300-24492 | 1 |
| ***Light 100*** | 12300-24489 | 1 |
| ***FF 100*** | 12300-24490 | 1 |

*DISPLAY DETAIL*
*EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.*
*EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.*
*EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.*
*THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.*
***IT IS STRONGLY RECOMMENDED THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY;*** *THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9 CARTONS PER DISPLAY.*

***PO #102097***

Product / Premium Arrival: **October 20, 1997**

Ship Date to Retail: **Week of: October 27, 1997**

SKU CUBE : **1.0195**
SKU WT (w/o Product): **1.7300 lbs**
Retail Sales Offer per Sku: **21 Offers**

**Billing per Sku:**
**5 Savings Cartons (if additional live pack is added to Display)**
**4.9 Savings Cartons (if additional live pack is NOT added to Display)**

EFT $ Amount: **$618.99**

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Source: https://www.industrydocuments.ucsf.edu/docs/jrxn0000

**PROMOTION DESCRIPTION:** SEE ENCLOSED *'WHOLESALER PACKING INSTRUCTIONS'*. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST*.

PLACE INTO EACH DISPLAY:
* 7 CARTONS OF FOUR DIFFERENT DORAL BRANDSTYLES (2 CTNS/ 2 CTNS/ 2 CTNS/ 1 CTN)
  *BRAND STYLES: DORAL LIGHT / DORAL LT MEN 100 / DORAL LT 100 / DORAL FF 100*
* 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)

EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS.
(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;
8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

***RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.***
*(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY)*

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $14.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$21.00 (1.5 (12M) case(s) @ $14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell
Promotional Coordinator / 1610
/jc
cc: D. Keeney
Enclosures:
- Customer List
- Wholesaler Packing Instructions

**Note to RJR Manager:**
**Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.**

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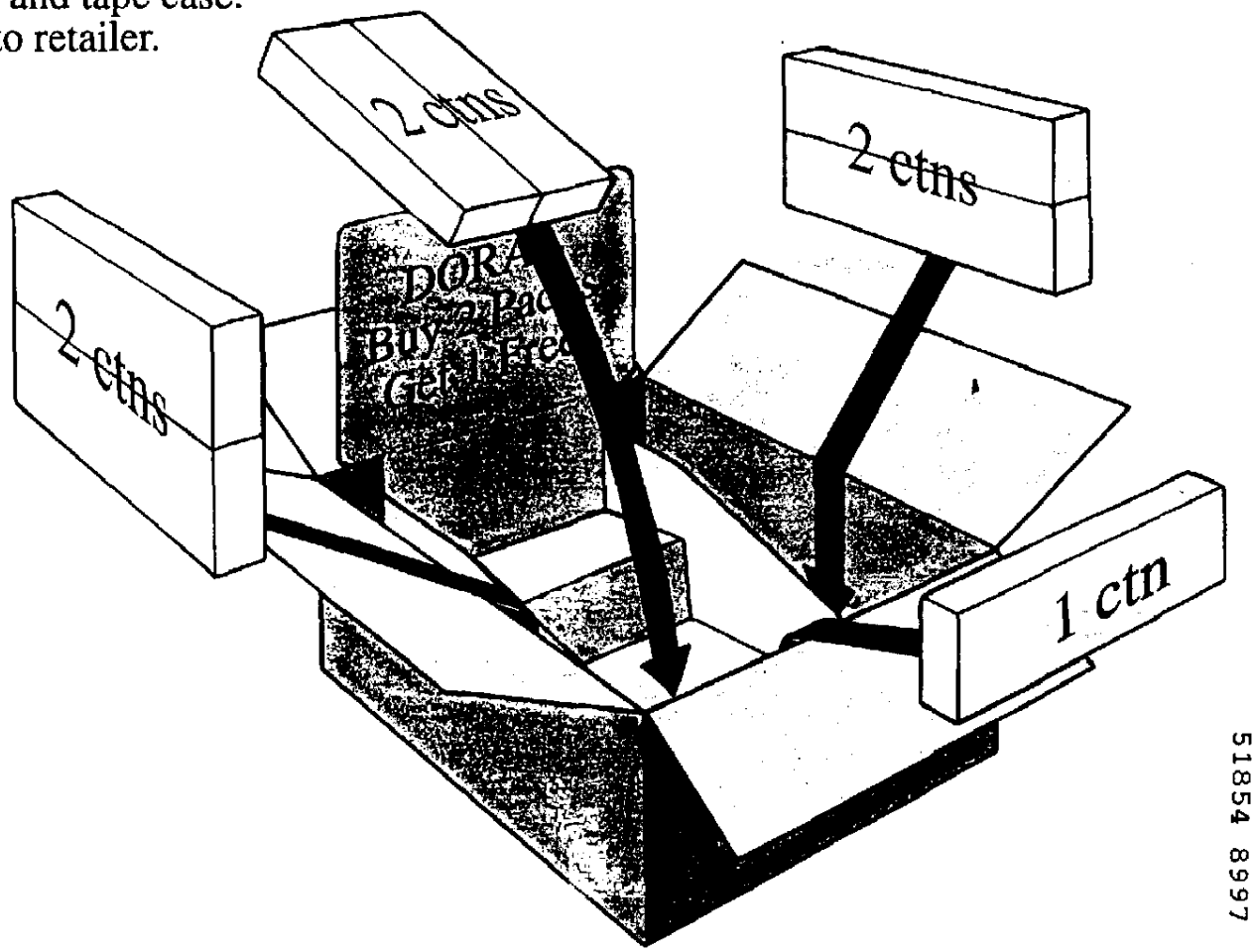
# WHOLESALER PACKING INSTRUCTIONS

## VALUE ADDED PROMOTIONS - 4TH QTR.'97

November-December DORAL B2G1F (Buy 2 Packs Get 1 Free)

**STEPS**

1. Open DORAL B2G1F shipping case.
2. Place 7 cartons of DORAL promotional product into shipper/display. **(Promotional product is in white cartons and is pre-sleeved).**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.

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**Item:** #533174
**Description:** DORAL November-December B2G1F Display/POS Kit

| | | | | | | |
|---|---|---|---|---|---|---|
| Brand Style | LIGHT | LT MEN 100 | LIGHT 100 | FF 100 | | |
| Number of Cartons | | | | | | |

Source: https://www.industrydocuments.ucsf.edu/docs/jrxn0000

**BRYNE DAIRY / CID #1160-00-00: SHIP NUMBER OF DISPLAYS AS INDICATED**

| SR TERR | ACCT | FULL NAME | ADDR1 | CITY | STATE | # DISPLAYS |
|---|---|---|---|---|---|---|
| 162202 | 172781 | BYRNE DAIRY #10 | BRIDGE ST | OSWEGO | NY | 1 |
| 162202 | 172829 | BYRNE DAIRY #18 | JEFFERSON ST | PULASKI | NY | 1 |
| 162202 | 172904 | BYRNE DAIRY #30 | 48 JORDAN ST | SKANEATELES | NY | 1 |
| 162202 | 172975 | BYRNE DAIRY #20 | ROUTE 57 | LIVERPOOL | NY | 1 |
| 162202 | 439947 | BYRNE DAIRY #61 | 8319 MAIN ST | CICERO | NY | 1 |
| 162205 | 172971 | BYRNE DAIRY #15 | KIRSCH DR & RT 11 | MATTYDALE | NY | 1 |
| 162205 | 173035 | BYRNE DAIRY #07 | 3000 JAMES ST | SYRACUSE | NY | 1 |
| 162206 | 171402 | BYRNE DAIRY #32 | 39 E MAIN ST | NORWICH | NY | 1 |
| 162206 | 173039 | BYRNE DAIRY #23 | WEST MANLIUS ST | EAST SYRACUSE | NY | 1 |
| 162604 | 432034 | BYRNE DAIRY #59 | DEWEY STONE PLAZA | ROCHESTER | NY | 1 |
| 162605 | 088378 | BYRNE DAIRY #46 | 254 S. MAIN ST. | CANANDAIGUA | NY | 1 |
| 162605 | 557273 | BYRNE DAIRY #54 | 230 W UNION ST | NEWARK | NY | 6 |
| | | | | | ***TOTAL DISPLAYS*** | 17 |

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Source: https://www.industrydocuments.ucsf.edu/docs/jrxn0000

GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT 11/05/97

ACCOUNT NUMBER: 679995
VOUCHER NUMBER: 15377466
DATE WRITTEN: 11/05/97
STATUS: PAID
AMOUNT PAID: 21.00

SONBYRNE SALES, INC.
275 CORTLAND AVE
SYRACUSE , NY 13202

SEND CHECK TO: ROU

| DESCRIPTION | UNITS | AMOUNT |
|---|---|---|
| '97 VAP PK & SHP | 1.50 | 21.00 |

EXPLANATION: NOV DOR B2G1F 701647 DK

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